

**147** Profile of 2014  
MBA

**52.9** %  
Ph.D. employed by  
academic institutions

**166** Profile of 2013  
Undergraduate

**98.8** %  
Master of Finance  
seek employment



光华管理学院  
Guanghua School of Management

# GUANGHUA SCHOOL OF MANAGEMENT PEKING UNIVERSITY EMPLOYMENT REPORT 2013

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## Guanghua School of Management

Peking University is the most renowned university in China. Ever since the launch of its Business Subject in 1902, Peking University has played a critical role in preparing business talents for China's economic and social advancement. As a leading business school in China, Guanghua School of Management at Peking University Guanghua School of Management shoulders the mission of advancing management knowledge and developing business leaders for China and the global society.

### Programs offered at Guanghua

Program	Year	Major (Concentration)	Average No. of Graduates
Undergraduate Program	4	Accounting, Finance, Financial Economics and Marketing	170
Master of Finance	2	Finance	80
Specialized Master Program & Ph.D.	2-5	Accounting, Economics, Finance, Management Science and Information System, Marketing, Business Statistics and Strategic Management, Organizational Behavior and Human Resources Management	70
Full-time MBA	2	Accounting, Decision and Information Management, Finance Management, Human Resources & Organizational Behavior, Marketing, Strategic	140
Part-time MBA	2	Management, Entrepreneurship	260
Ph.D. Program	4-5	Accounting, Economics, Finance, Management Science and Information System, Marketing, Business Statistics and Strategic Management, Organizational Behavior and Human Resources Management	35

## Guanghua Career Development Center Overview

The Career Development Center (CDC) is responsible for providing career advice, planning, training and job placement services to students. CDC is committed to helping GSM students, including MBA, undergraduates, masters, and doctoral students, to achieve career goals that are challenging yet attainable. It provides specialized, individual and systematic training in relevant skills, including CV-writing, interview techniques, analytical skills, self-management, time-management etc., so as to enhance students' professionalism and overall competitiveness in the job market.

CDC takes full advantage of the University and its own social resources to establish a firm connection between students and the corporate world. Through its constantly updated student/employer databases, it keeps potential employers and employees informed of the latest developments. Moreover, CDC cooperates with businesses to provide a diverse and exciting range of on-campus activities that are well-suited to students' personal specialization and professional preferences, regularly inviting experts and HR managers from different industries to the school, and organizing for students to take part in company visits. CDC is also dedicated to assisting its corporate partners to recruit at campus and increase corporate visibility. It functions as liaison to students and recruiters in a way to facilitate careers.

### Career Services

Career Planning Courses	●	Job Posting	●
Self Assessment	●	Resume Book	●
One-on-One Career Counseling	●	Graduate Career Report	●
Mock Interview	●	Official Reference for Full-time or Internship	●
Industry Orientation	●	Job Fair	●
Company Visit	●	Recruitment Talks	●
CEO Forum	●	Be Career Advisor	●
Professional Ethics Education	●	Join "Student Intern Base"	●
Alumni Sharing	●	Recruit Alumni	●

● for student    ● for recruiter

# 2013

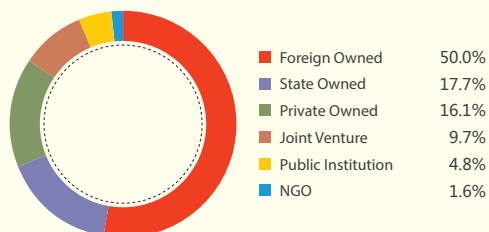
Profile of Undergraduate

	Seeking Employment	Enrolled in Chinese Graduate School	Enrolled in Overseas Graduate School	Other	Total
Number	64	52	41	9	166
Percentage	38.6%	31.3%	24.7%	5.4%	100%

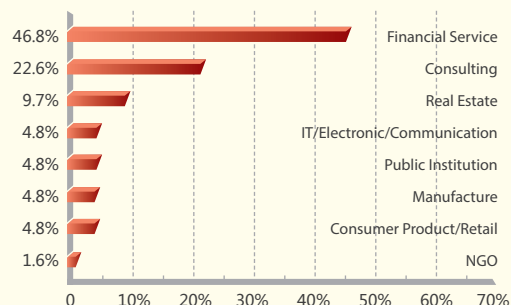
## Annual Compensation

Number	Lowest	Highest	Average	Median
64	\$ 3,921	\$ 98,039	\$ 27,445	\$ 22,875

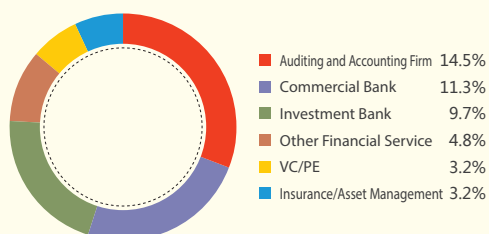
## Employment by Corporate Ownership



## Employment by Industry



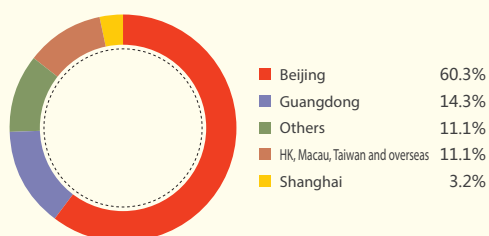
## Employment in Financial Services



## Employment by Function



## Employment by Location



# 2014

Profile of Undergraduate

Total Enrollment	Finance	Financial Economics	Accounting	Marketing
205	102	27	59	17

# 2013

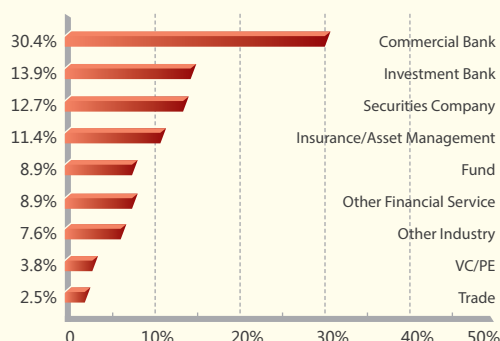
Profile of Master of Finance

	Seeking Employment	Enrolled in Overseas Graduate School	Other	Total
Number	80	1	1	82
Percentage	97.6%	1.2%	1.2%	100%

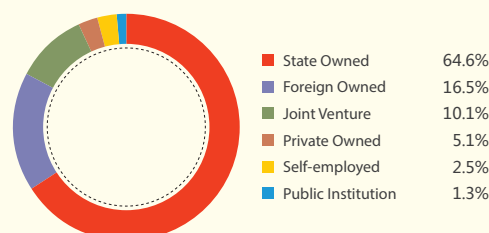
## Annual Compensation

Number	Lowest	Highest	Average	Median
80	\$ 11,172	\$ 98,039	\$ 29,399	\$ 17,974

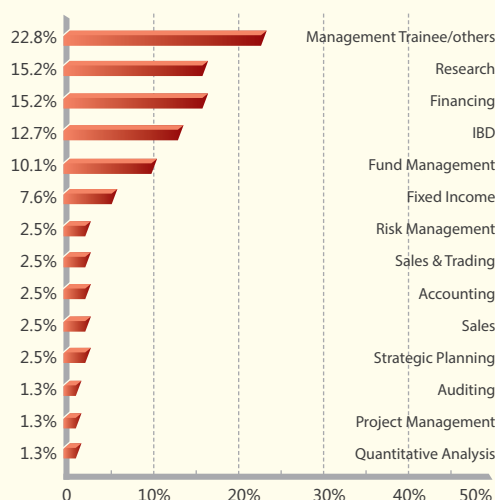
## Employment by Industry



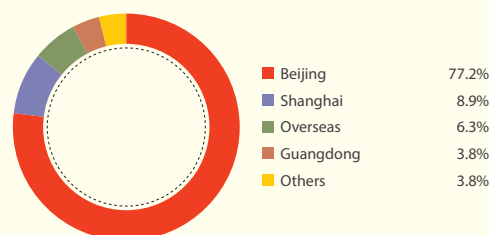
## Employment by Corporate Ownership



## Employment by Function



## Employment by Location



# 2014

Profile of Master of Finance

## Total Enrollment

91





# 2013

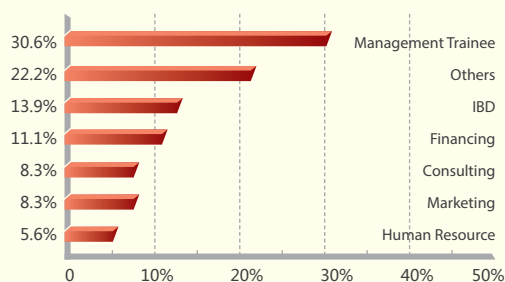
Profile of Specialized  
Master & Ph.D

	Seeking Employment	Enrolled in Overseas Graduate School	Enrolled in Chinese Graduate School	Other	Total
Number	42	9	19	1	71
Percentage	59.2%	12.7%	26.8%	1.4%	100%

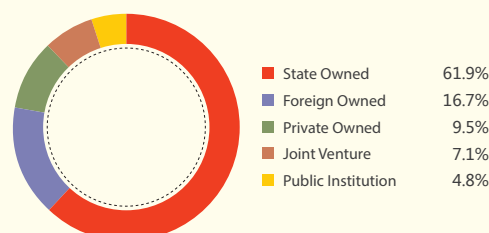
## Annual Compensation

Number	Lowest	Highest	Average	Median
42	\$ 5,882	\$ 81,699	\$ 22,923	\$ 16,340

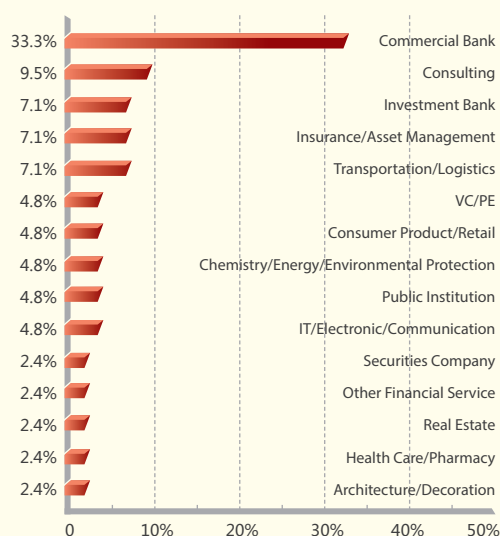
## Employment by Function



## Employment by Corporate Ownership



## Employment by Industry



## Employment by Location



# 2014

Profile of Specialized  
Master & Ph.D

Total Enrollment	Economics	Accounting	Strategic Management	Business Statistics
46	14	10	18	4

# 2013

Profile of Ph.D

## Annual Compensation

Number	Employment Rate	Lowest	Highest	Average	Median
34	100%	\$ 8,170	\$ 130,712	\$ 23,634	\$ 17,974

## Outstanding Accomplishments in Research

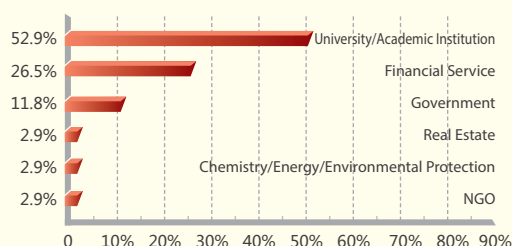
The number of paper published by Guanghua Ph.D students increased significantly. Take the first half of year 2013 for example: Guanghua Ph.D students published 7 papers in first-tier academic journals and 22 papers in second-tier academic journals.

## More Offers from Universities Abroad

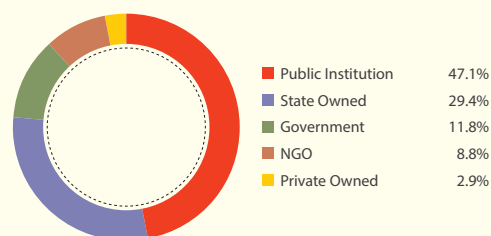
Guanghua Ph.D graduates received high recognition from top universities and research institutes overseas. The number of Ph.D graduates who landed academic positions abroad kept increasing.

For instance, Zixi Jiang, a Ph.D graduate in Marketing, just joined the University of New South Wales in Australia as Assistant Professor in 2013.

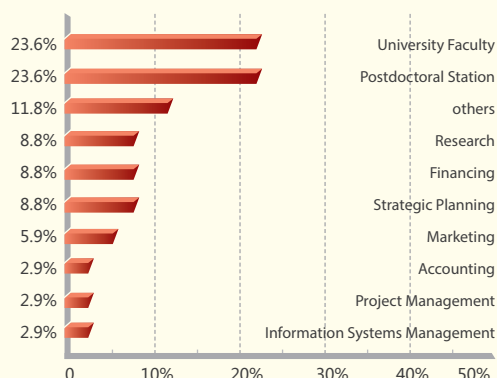
### Employment by Industry



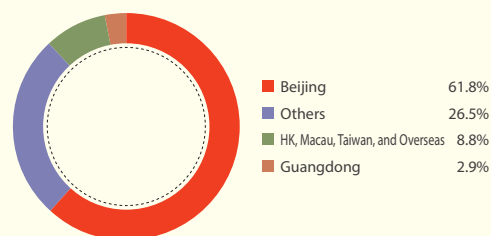
### Employment by Corporate Ownership



### Employment by Function



### Employment by Location



# 2014

Profile of Ph.D

## Total Enrollment

40



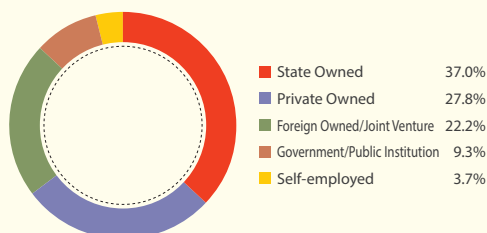
# 2013

Profile of MBA

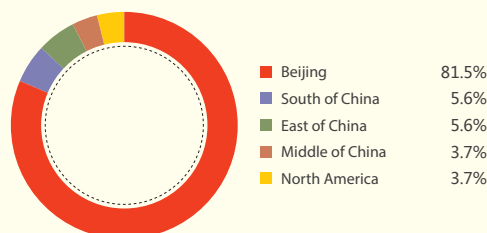
## Annual Compensation

Number	Lowest	Highest	Average	Median
55	\$ 6,536	\$ 130,720	\$ 38,562	\$ 32,680

## Employment by Corporate Ownership



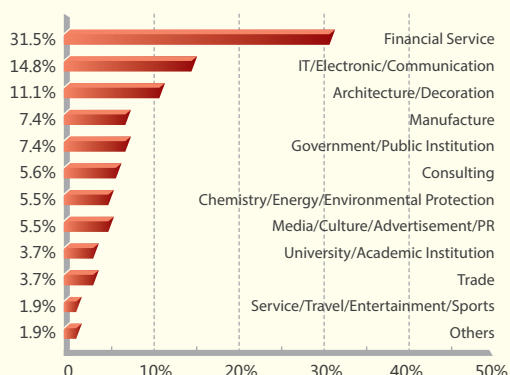
## Employment by Location



## Employment by Function



## Employment by Industry



# 2014

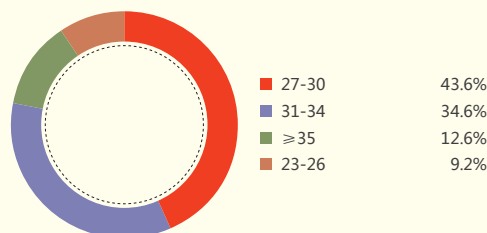
Profile of MBA

Total Enrollment of Full-time MBA	Chinese MBA	International MBA
147	89	58

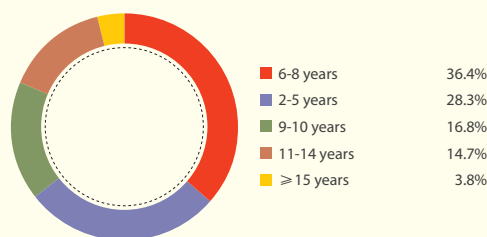
## By Pre-MBA Industries



## By Age



## By Pre-MBA Working Experience





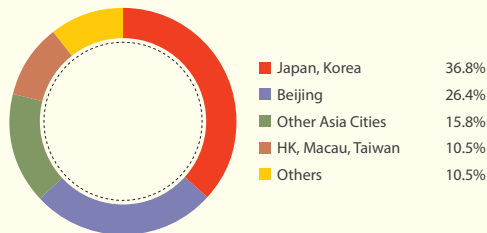
# 2013

Profile of International  
MBA

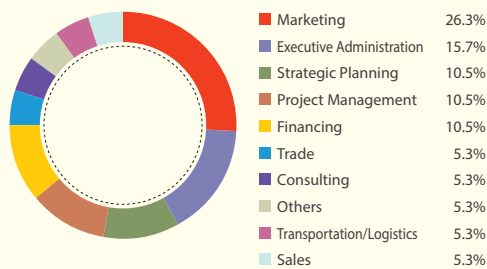
## Annual Compensation

Number	Lowest	Highest	Average	Median
19	\$ 15,033	\$ 112,255	\$ 64,216	\$ 62,582

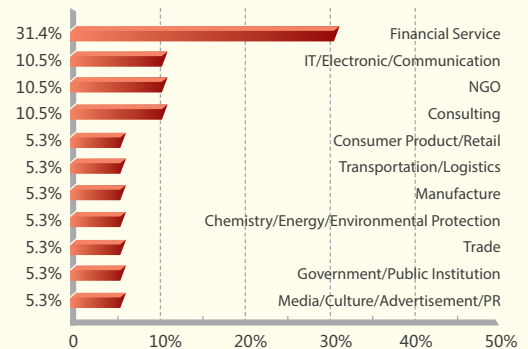
### Employment by Location



### Employment by Function



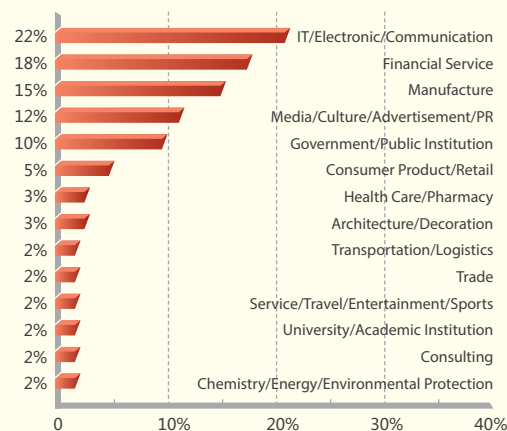
### Employment by Industry



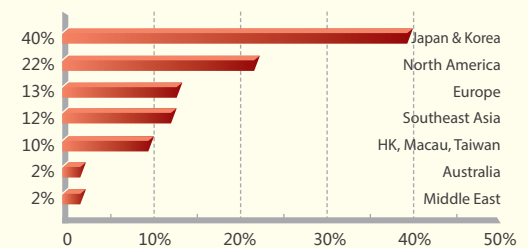
# 2014

Profile of International  
MBA

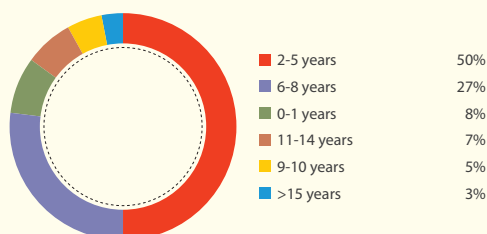
### By Pre-MBA Industries



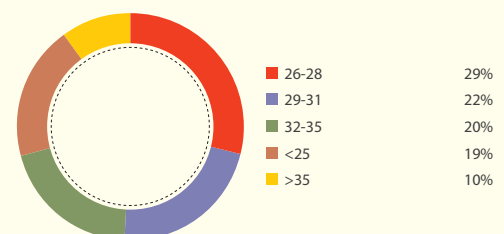
### By Nationality



### By Pre-MBA Working Experience



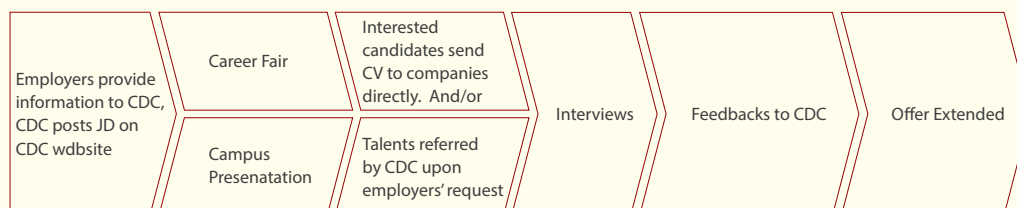
### By Age



## Recruiting Partners

Investment Bank Commercial Bank Other Financial Service	Auditing and Accounting Firm Fund/Securities Insurance	Consulting	IT Telecommunication Internet	Manufacture Chemistry/Energy/ Environmental Protection Trade	Consumer Product/Retail Health Care/Pharmacy Real Estate
Agricultural Bank of China	Anbang Insurance	A.T. Kearney	Amazon	3M	APP
Bank of America Merrill Lynch	BOC International Securities	Accenture	Baidu	ABB	Bayer
Bank of China	Bosera Funds	ACNielsen	CETC	Alstom	BCIA
Bank of China (Hong Kong) Limited	CDH Investment	Adfaith	China Mobile	BMW	Beijing Capital Land
Bank of Communications	China Cinda Asset Management	Allpku	China Netcom Corporation(CNC)	BYD	Caijing
Bank of Harbin	China Life Insurance	Analysis International	China Telecom	Cargill	CapitaLand
Bank of Nova Scotia	China Merchants Securities	Aon Hewitt	Cisco	CGNPC	Carrefour
Barclays Capital	China People's Insurance	Arthur D. Little	Dell	China Minerals	CCCC
China Citic Bank	CICC	Bain and Company	Digital China	China North Industries Co. CCOIC	
China Construction Bank	CITIC PE	BDA China Limited	Ericsson	CHINALCO	CCTV
China Development Bank	CITIC Securities	BearingPoint	Google	CNOOC	China Resources
China Everbright Bank	Credit Suisse	Boston Consulting Group	HP	CSCEC	Chinaculc
China Merchants Bank	Credit Suisse Founder	Capgemini	Infosys	CSRGC	CIMC
China Merchants Finance Holdings Co.	Dacheng Fund	Deloitte Consulting	Intel	Daimler	COFCO
China Minsheng Banking Corp	Deloitte	IBM	Kingdee	Eaton	COSCO
China National Investment & Guarantee Co.	Efund	L.E.K.	Lenovo	Elion	Evergrande Group
China Insurance Regulatory Commission	Ernst & Young	McKinsey	Microsoft	Emerson	Fung Group
Citibank	Everbright Securities	Mercer	Motorola	ENN	Hengxin International
Credit Suisse	Galaxy Securities	Mercer	Netease	Fluke	Johnson & Johnson
Deutsche Bank	Guotai Junan Securities	Monitor	Nokia	General Electric	L'Oréal
Export Import Bank of China	Happy Life Insurance	Opera	Nokia Siemens Networks	Honeywell	LVMH
Goldman Sachs	Harvest Fund	Roland Berger	Oracle	Hyundai	McDonald's
HSBC	Hina Group	Towers Watson	Philips	Mercedes-Benz	Nestlé
ICBC	Hony Capital		Samsung	Michelin	Novartis
J.P.Morgan	Huaxia Fund		Sina	PetroChina	Novo Nordisk
Macquarie	ICBC Rongtong Capital		SK	Sany Corporation	Olympus
Magnetar	Industrial Securities		Sohu	Schneider Electric	P&G
Morgan Stanley	KPMG		TCL	Shell	Pepsi
National Development Investment Corporation	Minsheng Life Insurance		Tencent	Sinochem Group	Pfizer
New China Trust	New China Life Insurance		Yahoo	Sinohydro Group	Poly Real Estate Group
PICC Asset Management Company Limited	Penghua Fund		ZTE	Sinopec	Swire
Postal Savings Bank of China	Ping'An insurance			Sinosteel	Thomson Reuters
Sanford C. Bernstein	PWC			State Grid	Trends Group
Societe Generale	Shanghai Stock Exchange			Tata Group	Vanke
State Administration of Foreign Exchange	Southern Fund			Volvo	Walmart
Taikang Asset Management	SWS Research				Xian-Janssen
Temasek Holdings	Yinhua Fund				
UBS					

## Recruitment Schedule



## 2013-2014 Recruitment Calendar

Fall Semester		Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	New Student Orientation	Sep	26	27	28	29	30	1
31	New Student Registration		2	3	4	5	6	7
03	Career Strategy Course		9	10	11	12	13	14
19	Mid Autumn Holiday		16	17	18	19	20	21
	Career Planning Series		23	24	25	26	27	28
	Resume Book is Available		30					
30-04	National Day Holiday	Oct		1	2	3	4	5
	On/off Campus 2014 Full-time Hiring		7	8	9	10	11	12
	Company/Industry Insight		14	15	16	17	18	19
	Career Planning Series		21	22	23	24	25	26
			28	29	30	31		
08	On/off Campus Summer Intern 2014 Hiring Begins	Nov				1	2	3
	Job Fair		4	5	6	7	8	9
	On/off Campus 2014 Full-time Hiring		11	12	13	14	15	16
	Company/Industry Insight		18	19	20	21	22	23
	Career Planning Series		25	26	27	28	29	30
	On/off Campus 2014 Full-time Hiring	Dec	2	3	4	5	6	7
	Career Planning Series		9	10	11	12	13	14
	Company/Industry Insight		16	17	18	19	20	21
			23	24	25	26	27	28
	The Earliest Date for Fulltime Offer Sign-on		30	31				
30-01	New Year Holiday	Jan			1	2	3	4
30-10	Final Exam period		6	7	8	9	10	11
13	Winter Vacation/ Winter Intern Begins		13	14	15	16	17	18
			20	21	22	23	24	25
			27	28	29	30	31	

Spring Semester		Mon	Tue	Wed	Thu	Fri	Sat	Sun
17-21	Semester II begins	Feb	17	18	19	20	21	22
	Career Planning series		24	25	26	27	28	
	On/off 2014 Summer Intern Hiring	Mar					1	2
	On/off Campus 2014 Full-time Hiring		3	4	5	6	7	8
	Opening Ceremony for IndustryWeek		10	11	12	13	14	15
	Career Planning Series		17	18	19	20	21	22
	Resume Book is Available (for 2014 Summer Intern)		24	25	26	27	28	29
	Company/Industry Insight Series		31					
08	Job Fair	Apr		1	2	3	4	5
	On/off Campus 2014 Full-time Hiring		7	8	9	10	11	12
	IndustryWeek		14	15	16	17	18	19
	Company/Industry Insight Series		21	22	23	24	25	26
			28	29	30			
04	Peking University Anniversary	May			1	2	3	4
	IndustryWeek		5	6	7	8	9	10
	On/off 2014 Summer Intern Hiring		12	13	14	15	16	17
	Company/ Industry Insight Series		19	20	21	22	23	24
			26	27	28	29	30	31
09	Summer Intern Interviews	Jun	2	3	4	5	6	7
	Final Exam Period		9	10	11	12	13	14
			16	17	18	19	20	21
23	Summer Vacation/Summer Intern Begins		23	24	25	26	27	28
			30					
01-02	Commencement	Jul		1	2	3	4	5
			7	8	9	10	11	12

- All dates are subject to change.
- All the holiday arrangement in 2014 to be determined by the State Council's notice
- <http://www.gsm.pku.edu.cn/cdc/index.html>

因思想 而光华



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